
“Don’t Be What You Drink” DWI Enforcement TV Spots

“Beer Mugged”

VIDEO: Beer pouring into mug.

GRAPHIC: Beer mug.

SFX: Car ignition.

SFX: Police sirens

VIDEO: As beer pouring into mug, image revealed inside mug of male mug shot.

GRAPHIC: “Beer mug” changes to “Beer mugged.”

SFX: Camera flash.

VOICEOVER: Extra DWI enforcement is now being served on Minnesota roads.

SFX: Jail door slams shut.

GRAPHIC: Don’t be what you drink.

VOICEOVER: Don’t be what you drink.

“Impounded”

SFX: Male gulping down a beer.

VIDEO: Three beer bottles lined up with keys beside them. Then hand enters frame and places a fourth bottle down and grabs keys

GRAPHIC: Pounded.

SFX: Car ignition.

SFX: Police sirens

VIDEO: Image in beer bottles reveals a vehicle being towed away.

GRAPHIC: “Pounded” changes to “Impounded.”

VOICEOVER: Extra DWI enforcement is now being served on Minnesota roads.

SFX: Jail door slams shut.

GRAPHIC: Don’t be what you drink.

VOICEOVER: Don’t be what you drink.

“Screwed Driver”

VIDEO: Vodka and orange juice being pouring into glass.

GRAPHIC: Screw driver.

SFX: Car ignition.

SFX: Police sirens

VIDEO: As drink being poured, image in the drink reveals male in handcuffs.

GRAPHIC: Screw driver graphic changes to “Screwed driver.”

VOICEOVER: Extra DWI enforcement is now being served on Minnesota roads.

SFX: Jail door slams shut.

GRAPHIC: Don’t be what you drink.

VOICEOVER: Don’t be what you drink.

“O’Busted”

SFX: Green beer poured into mug.

VIDEO: Beer pouring into mug.

GRAPHIC: O’Beer.

SFX: Car ignition.

SFX: Police sirens

VIDEO: Beer pouring into mug reveals male mug shot inside the beer.

GRAPHIC: “O’Beer” graphic changes to “O’Busted.”

SFX: Camera flash.

VOICEOVER: Extra DWI enforcement is now being served on Minnesota roads on St. Patrick’s Day.

SFX: Jail door slams shut.

GRAPHIC: Don’t be what you drink.

VOICEOVER: Don’t be what you drink.

“Slammer”

VIDEO: Tequila and soda poured into shot glass

GRAPHIC: Tequila slammer.

VIDEO: Hand picks up and slams down the glass, causing it to fizz and pop.

SFX: Car ignition.

SFX: Police sirens

VIDEO: Image revealed inside glass of person behind jail bars.

GRAPHIC: “Tequila slammer” changes to “In the slammer.”

VOICEOVER: Extra DWI enforcement is now being served on Minnesota roads.

SFX: Jail door slams shut.

GRAPHIC: Don’t be what you drink.

VOICEOVER: Don’t be what you drink.

“Tapped Out”

VIDEO: Beer poured into pint glass, as being poured the tap runs out.

GRAPHIC: Beer tap.

SFX: Car ignition.

SFX: Police sirens

VIDEO: Beer in mug reveals male looking upset as dollar bills float around him.

GRAPHIC: “Beer tap” changes to “Tapped out.”

VOICEOVER: Extra DWI enforcement is now being served on Minnesota roads — and getting busted will cost you thousands.

SFX: Jail door slams shut.

GRAPHIC: Don’t be what you drink.

VOICEOVER: Don’t be what you drink.